

## JOU

## Journalism

### **JOU 101 INTRODUCTION TO JOURNALISM. (3)**

This course surveys the history and social theories of journalism and introduces students to contemporary journalistic practice. Students will learn about the function and operation of print, electronic and on-line news media. Issues and concepts to be covered include the relationship of government to media; press freedom and controls; media ethics, and the impact of global communications. The course also covers the relationship of journalism to advertising, public relations and telecommunications, particularly with regard to new technologies. Prereq: JOU pre-majors only or consent of instructor.

### **JOU 204 WRITING FOR THE MASS MEDIA. (3)**

An introduction to the concepts and techniques of media writing. This course offers hands-on instruction in information gathering, organization, and writing for print, broadcast and on-line media. Lecture, one hour; laboratory, four hours per week. Prereq: JOU pre-major status; JOU 101 or consent of instructor. (Same as CLD 204.)

### **JOU 250 ETYMOLOGY. (3)**

A study of words and their fundamental values with reference to development of a writing vocabulary. (Same as ENG 201.)

### **JOU 301 NEWS REPORTING. (3)**

A course designed to develop skills in information gathering, news judgment, organization and writing. Students will learn to cover breaking news and write features. Lecture, two hours; laboratory, two hours per week. Prereq: JOU/CLD 204 or equivalent. (Same as CLD 301.)

### **JOU 302 RADIO AND TV NEWS REPORTING. (3)**

An introduction to principles of broadcast writing and reporting. Students will complete assignments in class and at WUKY-FM, where they will prepare segments for newscasts under the supervision of the station's news director. Students also will learn to shoot and edit videotape and to prepare TV news reports. Lecture, two hours; laboratory, two hours per week. Prereq: JOU 204.

### **JOU 303 NEWS EDITING. (3)**

Instruction and practice in copy desk operation and the duties and ethics of copy editors. Topics include techniques for editing stories, handling wire copy, writing headlines and news judgment. Emphasis on electronic editing. Lecture, one hour; laboratory, four hours per week. Prereq: JOU 204.

### **JOU 304 BROADCAST NEWS DECISION MAKING. (3)**

This class is designed to sharpen students' news judgment and teach them the skills they will need to become assignment editors and producers of radio and television newscasts. Students will study the content and selection of news stories, using audio materials from such sources as National Public Radio, and visual materials from CNN Newsource. Lecture, two hours; laboratory, two hours per week. Prereq: JOU 302.

### **\*JOU 319 WORLD MEDIA SYSTEMS. (3)**

A comparison of the communications media in different countries of the world and the theories used to justify them. How various political and social systems affect the media and how the media affect the societies in which they exist. Prereq: JOU 101 or ISC 161 or MAS 101 or TEL 101. (Same as ISC/MAS 319.)

### **JOU 330 WEB PUBLISHING AND DESIGN. (3)**

This course is designed to teach students to code and display information effectively on the Internet. Students will be introduced to basic techniques and strategies for publishing, designing and managing a web site for a newspaper, magazine, television station, advertising agency or public relations firm. Lecture, two hours; laboratory, two hours per week.

### **JOU 387 PHOTOJOURNALISM I. (3)**

A hands-on introduction to the use of cameras and laboratory equipment in contemporary news photography. Selected readings on photographic methods and the ethics of photojournalism. Lecture, two hours; laboratory, two hours per week.

JOU

Journalism

**JOU 403 TV NEWSCAST PRODUCING. (3)**

This class is designed to train students to become television newscast producers. Students will prepare TV newscasts with consideration of news story placement as it relates to audience, viewing trends, and journalistic judgment. Students will learn critical thinking skills in producing as it relates to newscast and story promotion, reacting to major news events and their coverage, and talent and time management. Students will be required to write news stories in different formats for different formats for different newscasts and address ethical and legal concerns of news stories.

**JOU 404 ADVANCED TV NEWS: JAT NEWS. (3)**

Students in this class produce a half-hour, TV newscast shown on a cable channel to 60,000 homes in the Lexington area. Students will hone their writing skills and their proficiency in shooting and editing videotape, serving as producers, writers, videographers, reporters and anchors. May be repeated for up to six hours credit, with permission of instructor. Lecture, one hour per week; laboratory, four hours per week. Prereq: JOU 302.

**JOU 409 MAGAZINE ARTICLE WRITING. (3)**

An advanced writing course designed to teach students to generate, report and write feature stories for magazines and to market freelance articles. Lecture, two hours; laboratory, two hours per week. Prereq: JOU 301.

**JOU 410 PUBLICATIONS PRODUCTION. (3)**

Study of theory and practice in the techniques of effective communication through print. Primary emphasis will be on magazines, but other publications will be considered. Instruction in the processes of defining the purpose of, designing and producing a publication. These include: planning, design, article grading and editing, picture selection, page layout, headline and title writing. Lecture, two hours; laboratory, two hours per week. Prereq: JOU 301 and 303.

**JOU 415 DESIGN AND LAYOUT: (Subtitle Required). (1)**

This course will familiarize students with computer programs used in publication design. Students develop their skills through hands-on exercises and projects. May be repeated to a maximum of three credits under different subtitles. Prereq: Will be determined by topic of course.

**JOU 430 MEDIA MANAGEMENT AND ENTREPRENEURSHIP. (3)**

An introduction to news media management focusing on start-up, design and operation of newspapers and magazines. This course takes an intensive look at the editorial content, advertising, business and management side of journalism. Lecture, two hours per week; laboratory, two hours per week.

**JOU 455 MASS MEDIA AND DIVERSITY: (Subtitle Required). (3)**

This course will examine gender and minority issues in the media. The course offers a critical framework for analysis of socio-cultural issues pertaining to women, ethnic groups, disabled persons, and others, and of their presentation in the media. May be repeated to a total of nine hours under different subtitles.

**JOU 460 JOURNALISM IN SECONDARY EDUCATION. (3)**

A course designed to familiarize students with a variety of legal and ethical issues facing student journalists and media advisers in secondary schools. Prereq: JOU 301 or JOU 302.

**JOU 485 COMMUNITY JOURNALISM. (3)**

A study of all aspects of small town and suburban newspapers, including editorial, advertising, circulation and management. Lecture, two hours; laboratory, two hours per week. Prereq: JOU/CLD 301.

**JOU 487 PHOTOJOURNALISM II. (3)**

An in-depth study of the many facets of photojournalism from the photo editor's perspective. Students will shoot assignments and will also probe the legal and ethical aspects of news photography. Lecture, one hour; laboratory, four hours per week. Prereq: JOU 387.

**JOU 497 SPECIAL TOPICS IN JOURNALISM: (Subtitle required). (1-3)**

Course will focus on selected topics drawn from journalism and related fields. Title assigned each time course is offered. May be repeated with different subtitles to a maximum of six credits.

---

**JOU**

**Journalism**

---

**JOU 499 ADVANCED WRITING FOR THE MASS MEDIA: (Subtitle Required). (3)**

A course designed to provide journalism majors advanced training in reporting and writing articles on current events, public issues, personalities, culture and entertainment for the print and electronic media. Areas of emphasis will vary each semester. These include reporting on business, the arts, government and sports. May be repeated to a total of nine credits with different subtitles. Lecture, two hours; laboratory, two hours per week. Prereq: JOU 301 or JOU 302.

**JOU 531 MEDIA LAW AND ETHICS. (3)**

A study of the legal and ethical issues facing the mass media. The course will focus on the rights, constraints and responsibilities under the U.S. Constitution, federal and state statutes, administrative law, common law and voluntary codes of ethics. Specific topics include libel, privacy, contempt, copyright, broadcast regulation, the court systems, commercial speech, prior restraint, access, the civil and criminal judicial processes and obscenity.

**JOU 532 ETHICS OF JOURNALISM AND MASS COMMUNICATION. (3)**

An examination of ethics in journalism and mass communication focusing on the social, political and economic context of ethical issues. Students will reason through issues of value that arise in the practice of journalism.

**JOU 535 HISTORY OF JOURNALISM. (3)**

A study of the development of American journalism, with emphasis on the evolution of newspapers and electronic news media. Examination of principles and social theory underlying the practice of journalism.

**#JOU 541 THE FIRST AMENDMENT, INTERNET, AND SOCIETY. (3)**

The course will focus on the legal and policy environment of the Internet. Particular attention will be paid to social media, libel, privacy, hate speech, obscenity, and copyright issues. How the First Amendment has been adapted to new media technology is a central part of the class. The course also provides an introduction to the legal system and the basics of legal research. Prereq: JOU 541 will be restricted to JOU majors in primary window; open to other majors in the School in secondary window; open to other students during add/drop.